Information about Exhibiting, Sponsorships, and Advertising

EXHIBITOR PROSPECTUS

MEETING DATES: March 14–17, 2013
EXHIBIT DATES: March 15–16, 2013

Finding the Golden Years at the Dawn of a Silver Age:
Tools for Geriatric Mental Health Prospector

MULTIDISCIPLINARY CARE
RESEARCH
EDUCATION
ADVOCACY
EMPOWERMENT
An Invitation to Participate

ON BEHALF OF the American Association for Geriatric Psychiatry (AAGP), we invite you to be a part of our 2013 Annual Meeting in Los Angeles, California.

AAGP’s Annual Meeting is unique because it is the only national conference that brings together psychiatrists and other health care professionals responsible for the care of older adults with mental disorders. Illnesses ranging from Alzheimer’s disease and other dementias, depression, Parkinson’s disease, bi-polar disorder, schizophrenia, alcohol and substance addictions, and sleep disorders are discussed in detail among clinicians, researchers, educators, and trainees. In addition, the meeting topics focus on the many issues related to these illnesses including caregivers, nursing homes, pain management, and the elder care workforce.

Our meeting is a “small” scientific meeting, with easy access to all sessions and other events. Participants look forward to being able to enjoy all of the offerings at the Annual Meeting as well as the networking opportunities. Due to the distinctive nature of the meeting and its emphasis on late-life mental illness, many attendees cite this as the only meeting they attend during the year.

Join us as an exhibitor; sponsorships are available for extra visibility; and advertising opportunities allow for the promotion of brand-name products. The AAGP Annual Meeting can assist you in promoting your products by reaching more than 1,100 geriatric psychiatrists and health care professionals focusing on late-life mental illness. Your involvement in the AAGP Annual Meeting not only gives you direct access to the organization’s leadership and those who treat late-life mental disorders, but also supports the public health imperative to increase access to quality mental health services for older adults.

We look forward to seeing you in Los Angeles.

Christine M. deVries
Chief Executive Officer/Executive Vice-President

WELCOME
AAGP’s Annual Meeting attendance is expected to include more than 1,100 scientific attendees including:

- Psychiatrists
- Primary Care Physicians
- Geriatricians
- Medical Directors of Long Term Care
- Advanced Practice Nurses
- Neurologists
- Psychologists
- Directors of Nursing
- Social Workers
- Pharmacists

What does my company gain by exhibiting at AAGP?
Access to over 1100 thought leaders and decision making physicians and other health care providers practicing in a variety of settings and treating older adults

What are the Exhibit Hall highlights planned in 2013?
- Dedicated breaks for the Exhibit Hall to promote traffic
- Product Theaters offering informative topical presentations
- Poster Sessions
- Afternoon Receptions

What are the benefits to the Exhibitors?
- Opportunities to network one on one with geriatric mental health provider leaders
- Access to decision makers
- Complimentary listing in the Final Program
- Listing on the AAGP meeting website

WHAT DOES MY COMPANY GAIN BY EXHIBITING AT AAGP?
Access to over 1100 thought leaders and decision making physicians and other health care providers practicing in a variety of settings and treating older adults

WHAT ARE THE EXHIBIT HALL HIGHLIGHTS PLANNED IN 2013?
- Dedicated breaks for the Exhibit Hall to promote traffic
- Product Theaters offering informative topical presentations
- Poster Sessions
- Afternoon Receptions

WHAT ARE THE BENEFITS TO THE EXHIBITORS?
- Opportunities to network one on one with geriatric mental health provider leaders
- Access to decision makers
- Complimentary listing in the Final Program
- Listing on the AAGP meeting website

ABOUT AAGP
The American Association for Geriatric Psychiatry (AAGP) is a national association serving its members and the field of geriatric psychiatry and late-life mental health. It is dedicated to promoting the mental health and well-being of older people and improving the care of those with late-life mental disorders. Physicians make up 78 percent of the approximately 1,100 conference attendees along with advanced practice nurses, psychologists, and pharmacists.

WHY ATTEND
The number of older adults with mental illness is growing at a rapid rate in our society and having a significant impact on our nation’s health. The AAGP Annual Meeting is the largest meeting of physicians and other health care professionals focused on late-life mental illness. Many of AAGP's 1,500 members choose to attend the AAGP Annual Meeting over APA or other scientific meetings due to the specific content in the geriatric field and the meeting’s intimate size. In addition, the AAGP meeting is attracting an increased number of generalists who find they need to educate themselves on the latest information in order to better treat their increasing number of older adult patients.

The AAGP’s 2013 Annual Meeting provides high visibility to supporting organizations and unique opportunities to interact with AAGP leadership, members, and other conference attendees. The numbers of attendees continue to increase each year, as this meeting has become the primary scientific meeting for the presentation of cutting-edge research and new clinical innovations related to late-life mental illness. Exhibit hours have been scheduled at times that allow maximum opportunity to network. Receptions, Product Theaters, Posters, and breaks are hosted in the Exhibit Hall to increase traffic to you.
EXHIBITOR FAST FACTS

CONFERENCE SITE
JW Marriott L.A. LIVE
900 West Olympic Blvd.
Los Angeles, CA 90015
For more information on special conference rates at the JW Marriott, visit www.AAGPmeeting.org.

EXHIBIT DATES
(Subject to change)
Exhibitor Set-Up
Thursday, March 14
Friday, March 15
Exhibit Hours
Friday, March 15
Saturday, March 16
Dismantle
Saturday, March 16
Sunday, March 17

EXHIBIT SPACE
Island Space
Island booths are four or more 10’ x 10’ booths in a square or rectangle. Island booths are open on all four sides. However, please design your island to be “see-through.” Please contact Marj Vanderbilt for further details and approval of design. Maximum height is 18 feet. No furniture or drape is provided with an island space.

Booths (Corner, Perimeter, and Non-Perimeter)
A booth is 10’ x 10’, and limited to 8’ in height. Corner booths are standard booths with traffic on two sides. Corner booths may drop the side rail separating their booth from the side aisle. Booths are not equipped with any furniture. Each booth will have an 8’ drape behind it and 3’ draped side rails. The company ID sign is included in booth price. All furniture and services are the exhibiting company’s responsibility.

Tabletops
The package provides one 6’ table (skirted in show color), one chair, and a company ID sign affixed to the front of your table.

The display MUST fit on the top of the table and is limited to 4’ in height from the table’s surface.

EXHIBITOR REGISTRATION
Exhibitors are encouraged to register in advance; a registration form will be included in the exhibitor service kit. Badges can be picked up onsite. Exhibiting companies will receive two (2) Exhibitor Personnel badges for a tabletop exhibit or for each 10’ x 10’ space. These badges allow entry into the hall only. Additional exhibitor badges may be purchased for $40 each. To register for an exhibitor badge, an individual must be an employee of the exhibiting company. All other personnel must be paid registrants of the Annual Meeting. There will be a $20 charge for replacement badges onsite.

Conference Registration
Exhibiting companies do not receive any conference registration with their tabletop or booth(s) as part of their exhibiting fee. Those who want to attend the conference must register and pay the registration fee. Registration forms will be available on the AAGP website (www.AAGPmeeting.org) and in the Advance Program (available October 2012).

Press Registration
AAGP welcomes press coverage of its Annual Meeting, and invites journalists to apply for complimentary registration. Complimentary press registration is limited to working journalists of the general and mental health/medical/aging press. Press registration will not be extended to management, publishing, marketing, advertising, public relations, or administrative staff, or to organizations that primarily produce continuing medical education (CME) audio/audiovisual, electronic, or print resources. Press credentials are required. Please contact Kate McDuffie at kmcduffie@AAGPonline.org for further information.

Assignment of Space
Space will be assigned beginning November 1, 2012. Applications for priority assignment space must be received by October 15, 2012. Space assignments will be determined according to preferences listed on the application and the date of submission. If all preferences noted on an application have been assigned, AAGP Exhibit Management will determine the assignment. Applications received after October 15, 2012 will be assigned space on a first-come, first-served basis.

CANCELLATION
Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation to Marj Vanderbilt. If written notice is received more than 90 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 90 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

CONTACT INFORMATION
Exhibit Sales
Marj Vanderbilt
AAGP
7910 Woodmont Avenue, Suite 1050
Bethesda, MD 20814
PHONE 301-654-7850 ext. 107
E-MAIL mvanderbilt@AAGPonline.org

Decorator
Courtney Caro
Hargrove, Inc.
One Hargrove Drive
Lanham, MD 20706
PHONE 301-731-2527 or 1-888-790-9792
E-MAIL customerservice@hargroveinc.com
APPLICATION AND CONTRACT FOR EXHIBIT SPACE

FINDING THE GOLDEN YEARS AT THE DAWN OF A SILVER AGE
MEETING DATES March 14–17, 2013 ▪ EXHIBIT DATES March 15–16, 2013
JW Marriott Los Angeles L.A. Live ▪ Los Angeles, CA ▪ www.AAGPmeeting.org

Rules and regulations for exhibitors on the reverse side of this contract are an integral part of the contract. It is understood by the undersigned that the American Association for Geriatric Psychiatry Annual Meeting 2013 rules and regulations for JW Marriott Los Angeles L.A. Live govern all exhibit activities.

1. PLEASE RESERVE EXHIBIT SPACE for the company listed below at AAGP Annual Conference 2013 to be held at JW Marriott Los Angeles L.A. Live, Los Angeles, CA. This application becomes valid only after being signed by Exhibitor and a confirmation of space has been issued with a receipt of deposit acknowledged by Exhibit Management.

   Exhibiting Company Name__________________________________________
   Address__________________________________________________________
   Address__________________________________________________________
   City________________________ State ________ Zip ______________
   Country_____________________
   Phone (          )_________________ Fax (          )_________________
   (Country/Area Code) (Country/Area Code)
   Contact Person ____________________________________________________
   Email __________________________

2. EXHIBIT BOOTH PRICING AND SELECTION
   All booths are 10’ x 10’ unless otherwise noted.

   SPACE
   □ Standard inline booth(s) around perimeter of exhibit hall; bounded by side aisle only
   □ Corner or non-perimeter booth(s)
     $1,900   $2,100   $2,300
   □ Island(s): 20’ x 20’
     $7,000   $7,900   $8,800
   □ Island(s): 20’ x 30’
     $10,300   $11,300   $12,600
   □ Island(s): 30’ x 30’
     $15,000   $16,200   $18,000
   □ Table top (6’ wide)
     $700   $800   $900
   □ Non-profit organization/Federal/State/Local government (table top)
     $450   $500   $550
   □ Non-profit organization/Federal/State/Local government (Standard inline)
     $1,000   $1,100   $1,300

3. BOOTH SPACE REQUESTED
   Total Display Size is: ___________________ x ___________________
   Inside Booth(s): __________________________ $ ______________
   Corner Booth(s): __________________________ $ ______________
   Island Space(s): __________________________ $ ______________
   Total Display Size is: ___________________
   Total Space Price Due: __________________________ $ ______________

   No booths will be assigned without the required 50% deposit check. The American Association for Geriatric Psychiatry will provide a booth ID sign for all exhibiting companies. All furniture is the responsibility of the individual exhibitor. The American Association for Geriatric Psychiatry will not provide any tables, chairs, carpet or electricity.

4. PREFERRED LOCATION
   1)__________  2)__________  3)__________  4)__________  5)__________
   We prefer that our exhibit not be located next to the following companies:

   * Exhibit Management reserves the right to alter the floor plan and/or assign any exhibit location if deemed necessary for the good of the show at any time.

5. INDIVIDUAL SPONSORSHIP ITEMS
   □ $____________    ______________________________________ (Name Item)
   □ $____________    ______________________________________ (Name Item)
   □ $____________    ______________________________________ (Name Item)

6. DEPOSIT/PAYMENT
   Important: We are enclosing with this application a deposit of 50% of the total booth price or sponsorship for each requested. We agree to pay the balance before December 16, 2012. Your signature on this form allows AAGP to retain your credit card number in the file for an automatic debit in the amount of the total due on December 16, 2012. If you do not want this credit card to be charged, your check for the balance due must be received before December 5, 2012.
   Amount Enclosed: $_____________________

   CANCELLATION POLICY: It is agreed that A) if a company cancels its space 90 days or more prior to the opening date of the meeting, the deposit shall be retained. Exhibitors shall give written notice of cancellation. B) If a company cancels its space less than 90 days prior to the opening date of the meeting, the company will be responsible for paying the entire booth cost and EXHIBIT MANAGEMENT reserves the right to re-sell space.

7. EXHIBITOR DIRECTORY
   Exhibitor Description Request Form will be sent with booth assignment.

8. PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK, TO: American Association for Geriatric Psychiatry (AAGP)
   And forward along with contract to: AAGP
   7910 Woodmont Avenue, Suite 1050
   Bethesda, MD 20814
   Fax to (using credit card): 301-654-4317
   Type of Card: □ AMEX □ VISA □ MC Exp. Date: ______/______
   Credit Card #: ________________________________________________
   Name on Card __________________________Signature __________________

9. INSTALL & DESIGN COMPANY
   □ YES—My company will be utilizing an Install & Design Company.
   □ NO—My company will install and design booth.

10. IT IS UNDERSTOOD THAT THE EXHIBITOR IS RESPONSIBLE for daily cleaning of their booth and will make arrangements with the General Services Contractor. Any exhibitor that has not ordered cleaning for the opening day will have their booth cleaned to present an attractive appearance. The cost will be charged to the exhibitor.

11. SIGNED AND ACCEPTED BY AUTHORIZED AGENT of Exhibitor:
   __________________________ Date ________________
   Accepted by / Exhibit Management:
   __________________________ Date ________________

12. PLEASE ADDRESS ALL COMMUNICATIONS REGARDING EXHIBITS TO:
   Marj Vanderbilt
   AAGP
   7910 Woodmont Avenue, Suite 1050
   Bethesda, MD 20814
   TEL: 301-654-7850 ext. 107
   FAX: 301-654-4137
   EMAIL: mvanderbilt@AAGPonline.org
TERMS AND CONDITIONS

EXHIBITOR TERMS AND CONDITIONS

CONVENING ORGANIZATION and SHOW MANAGEMENT is American Association for Geriatric Psychiatry (AAGP), 7910 Woodmont Avenue, Suite 1050, Bethesda, MD 20814, (301) 654-7850, Email mainAAGPOnline.org. Convention Center or Hotel Facility is printed on the Exhibitor Prospectus front cover. Facility Rules & Regulations will be printed in the Service Manual.

SHOW DECORATOR is Hargrove, Inc., One Hargrove Drive, Lanham, MD 20706, (301) 731-2527. Email customerservice@hargrovecinc.com.

ELIGIBLE EXHIBITORS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

INSTALLATION, SHOW AND DISMANTLEMENT: Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the Facility until final closing of the show unless special permission is obtained in writing in advance from SHOW MANAGEMENT. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths, without instructions will be discarded.

CANCELLATION, WITHDRAWAL OR REDUCTIONS IN SPACE: Cancellation or reductions in space is subject to the following conditions: Exhibitors shall give written notice of cancellation to May Vanderbilt. If written notice is received more than 90 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 90 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

SPACE ASSIGNMENTS AND SUBLEASE: Booth assignments will be made according to the procedures outlined on the contract for space. Exhibitors may not sublease the booth or any equipment provided by SHOW MANAGEMENT, nor shall Exhibitor assign this lease in whole or in part without written approval by SHOW MANAGEMENT in advance of the trade show.

RELOCATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or re-assign any Exhibitor’s location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which the opinion of SHOW MANAGEMENT is objectionable or detrimental to the dignity of the Show or is unethical in the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that are in conflict with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s).

MUSIC, ACOUSTIC EFFECTS, PHOTOGRAPHY AND VIDEOTAPEING: Music and audio-visual devices with sound are permitted only in those locations designed by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video taping other than by official SHOW MANAGEMENT photographers is not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

COPYRIGHT LAW: No copyrighted music may be played or sung in the exhibition area in any fashion (including, not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

SECURITY: Although security service will be furnished, SHOW MANAGEMENT, CONVENING ORGANIZATION, and SHOW DECORATOR are not responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors or guests. Each exhibitor must carry their own insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of Maryland. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against SHOW MANAGEMENT, SHOW DECORATOR, the Convening Organization, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following: loss, theft, damage to goods, or injury to himself, his employees, or attendees while in the exhibition area, or any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney’s fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Exhibitor’s property and that it is the sole responsibility of Exhibitor to obtain business interruption and property insurance covering such losses by Exhibitor.

THE ABOVE-CITED REGULATIONS as well as all conditions stated in the Exhibitor Prospectus and exhibit application become a part of the contract between the Exhibitor and the Convening Organization(s).

INSURANCE: All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT and CONVENING ORGANIZATION do not maintain insurance covering Exhibitor’s property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least $1,000,000 for Personal Injury Liability and $500,000 for Property, Worker’s Compensation with Employer’s Liability with applicable statutory coverage naming AAGP and Hargrove, Inc. as co-insured. Certificates shall be furnished upon request.

FORCE MAJEURE: In the event the Facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclination weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the more-in-or installation time, show-time or more-out time, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO EXHIBIT: SHOW MANAGEMENT reserves the right to terminate without notice an exhibitor’s right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of the contract, or in the opinion of SHOW MANAGEMENT, or they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

ADDITIONAL: SHOW MANAGEMENT reserves the right to make changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.

EXHIBITOR RULES AND REGULATIONS

BOOTH CONSTRUCTION & SHOW SERVICES: Standard booths are limited to 8 foot high background drapes and 3 foot high side drapes. Maximum height of exhibit is 8 feet and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4 feet. Booths shall not obstruct other exhibitors or aisles. Booth carpeting (if facility is not carpeted), decorations, furniture, signs and electrical connections are available to the Exhibitor through the Official General Service Contractor, who will bill the Exhibitor directly. SHOW MANAGEMENT, CONVENING ORGANIZATION, and SHOW DECORATOR are not responsible for any service provided by independent contractors. SHOW MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or back of signs that are exposed to the public and to charge the cost to the Exhibitor. Peninsula Booths are not permitted.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor’s assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor’s space. Convoying the exhibit hall is strictly prohibited. No food or beverages may be distributed from Exhibitor’s space without the pre-show approval of SHOW MANAGEMENT. The Exhibitor may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

CONFERENCE ACTIVITY APPROVAL: Any conference activity or demonstration planned, before, during or after the meeting by vendors (including but not limited to exhibitors, sponsors) that involve conference invites, meeting attendees, delegates, officials must be approved by the CONVENING ORGANIZATION. Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved may warrant premium charges.

USE OF DISPLAY SPACE: A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall without prior approval from SHOW MANAGEMENT. The use of the Convening Organization(s) logo on displays, signs, giveaways, promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, al-show and/or post show promotional material unless specific written permission is granted. Usage of any Convene, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tapes, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium filled balloons or adhesive backed stickers may be used or given out by exhibitors.

FDA APPROVAL/CLEARANCE: If an exhibit intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the US Food & Drug Administration, the exhibitor’s materials, and the exhibitor’s personnel must disclose that such article has not received final FDA approval/clearance and clearly convey the status of such article consistent with such laws, rules and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from exhibitor’s failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

EXHIBIT HALL BADGES: All exhibitor personnel must be registered. Instructions for this process will be provided to exhibitor when confirmation of booth assignment is made.

UNION LABOR: Exhibitors are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.

Exhibitor assumes responsibility and agrees to indemnify and defend the American Association for Geriatric Psychiatry and the JW Marriott, and the Hotel’s Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the use or the exhibition premises.

The Exhibitor understands that neither the American Association for Geriatric Psychiatry nor the Hotel Parties maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.
WHY SPONSOR

Sponsorship is an ideal way to gain prime, credible exposure and make a long term impact among a highly influential audience. Sponsors stand out from other exhibitors and deliver a message of commitment and support to attendees. These proven traffic builders will assist in increasing your visibility and help you achieve a greater return on your exhibit investment. AAGP is the primary scientific meeting for the presentation of cutting-edge research and new clinical innovations related to late-life mental illness. By joining us as a sponsor you have the opportunity to:

- Build your brand
- Highlight the value of your services to participating clinicians and fellows
- Network
- Leverage new partnerships and build new alliances
- Improve the care for those with late-life mental disorders

Sponsors will be recognized in the Final Program, on signage throughout the conference, and on the website. For more information on how your company can support AAGP, contact: Marj Vanderbilt (mvanderbilt@AAGPonline.org) for all industry-sponsored CME programs and all non-CME sponsorship opportunities.

Exhibitors can enhance their marketing programs and booth displays at our conference with product theaters. Plan to take advantage of these popular marketing programs and expand your exposure to the conference attendees.

SPONSORSHIP OPPORTUNITIES

PRODUCT THEATERS  
30 minutes $17,000  
45 minutes $22,000  
(4 time slots available)

A non CME session allowing your company to bring in your own speakers and educate the attendees about your products. Sponsorship of a Product Theater includes access to the pre-registration list of attendees, one sign, lectern, basic AV kit, and coffee service/refreshments. Product Theater sponsors are required to be Exhibitors.

SPONSORED RECEPTIONS AND SOCIAL EVENTS

OPENING RECEPTION $10,000
EXHIBIT HALL MEAL FUNCTION $12,500
EXHIBIT HALL RECEPTION $15,000

IDENTITY ITEMS

CYBER CAFÉ $5,000
LEAD RETRIEVAL CARDS $25,000
LANYARDS $7,500
Featuring company logo.
OTHER MARKETING OPPORTUNITIES

DAILY CONFERENCE UPDATE $9,000 EXCLUSIVE
(4 issues) Available to each attendee on a daily basis, this piece contains highlights of the day’s events and informative articles. Your full page color ad will be placed on the back cover with the PI on the inside back cover.

FLASH DRIVE $10,000
Support a flash drive distributed to all attendees with your company’s logo imprinted on it. The flash drive will contain all of the 2013 Annual Meeting Abstracts and Handouts and will be a resource that the attendees will use over and over again.

CONFERENCE BAGS WITH AAGP AND SUPPORTER’S LOGOS $5,000
The official bag for the meeting is distributed to every attendee and many of them use it for years to come. Gain visibility by imprinting your name and logo on one side of the bag. AAGP will be responsible for production.

CONFERENCE BAG INSERTS $1,500 PER INSERT
Insert a one page promotional piece into the conference bag. Sponsor is responsible for production of 1200 pieces. AAGP must approve piece.

SPONSOR A RESIDENT $2,500
The GMHF Scholars Program includes “named” scholars. These individuals are chosen through a competitive process and are awarded a grant to attend and participate in the AAGP Annual Meeting. Evidenced based studies demonstrate a direct link to exposing early residents to the field of geriatric psychiatry and the number of residents who enter geriatric psychiatry fellowships.

MEETING WEBSITE
www.AAGPmeeting.org

SPONSORSHIP LISTINGS
On most Conference materials, sponsors will be listed alphabetically.

ADVERTISING REQUIREMENTS AND DEADLINES
A great way to add to your visibility, ask about advertising opportunities in the AAGP Online Advance Program (deadline September 7, 2012), and the AAGP On-Site Final Program (January 2013 deadlines). See page 10.

REGISTRATION
All representatives of sponsoring companies wishing to attend the educational sessions of the Annual Meeting must register.

SPONSORSHIP QUESTIONS
Questions and inquiries relating to all sponsorships should be directed to Marj Vanderbilt at 301-654-7850, ext. 107 or via email at mvanderbilt@AAGPonline.org.

AAGP MAIL LISTS
The use of the AAGP mailing lists requires approval of the mail piece by AAGP.

2013 ANNUAL MEETING EARLY BIRD PRE-REGISTRANT LIST (available mid February 2013) $550
As an exhibitor, are you planning to promote your product or service at the AAGP Annual Meeting? Renting the AAGP Pre-Registration mail list, you gain access to the most targeted audience and reach attendees before they leave for the AAGP meeting to increase awareness of your product or service and invite them to your booth during the meeting.

AAGP 2013 ANNUAL MEETING FINAL LIST $600
The complete mail list of AAGP Annual Meeting Attendees is available after the meeting to follow up with attendees. Benefit from this unique list.

AAGP MEMBER MAIL LIST $975
AAGP 2013 ANNUAL MEETING ADVERTISING OPPORTUNITIES

The AAGP 2013 Annual Meeting offers several unique opportunities to showcase your company’s programs, products, and services to a highly influential group of medical professionals and meeting attendees. Annual Meeting attendees include: geriatric psychiatrists, general psychiatrists, geriatricians, family practice physicians and internists, advance practice nurses, neurologists, and others who want to know the latest on Alzheimer’s disease and dementia, affective disorders, practice management, schizophrenia, psychosis, health services research and more.

To reserve ad space, contact
Marj Vanderbilt
AAGP
7910 Woodmont Avenue, Suite 1050
Bethesda, MD 20814
PHONE 301-654-7850 ext. 107 • FAX 301-654-4137 • E-MAIL mvanderbilt@AAGPonline.org

AAGP ADVANCE PROGRAM
(Online only)
The advance program will be available online in October. Postcards advertising the program are mailed to 15,000 prospective attendees. The program includes all educational sessions and registration information.

FULL-COLOR RATES
Full Page: $1,000
½ Page: $500

Reserve by August 27, 2012
Final Art by September 7, 2012

AAGP ON-SITE FINAL PROGRAM
This on-site and take-home reference guide covers all of the AAGP Annual Meeting offerings, faculty, and more. The program will be included in all 1,200 attendee registration bags.

BLACK & WHITE RATES
Full Page: $3,750
½ Page: $1,000

PREFERRED POSITIONS (COVERS ONLY)
Cover 2 or 4:
color rates + 50%
Cover 3: +25%

FULL-COLOR RATES
Full Page: $4,250
½ Page: $2,000

Reserve by January 11, 2013
Proof by January 18, 2013
Final Art by January 25, 2013

AAGP MEETING WEBSITE
Online banner and other advertising is available on the AAGP Meeting Website (AAGPmeeting.org) visited by thousands of individual health care providers.

For information on this advertising opportunity, contact Marj Vanderbilt at mvanderbilt@AAGPonline.org.

GERIATRIC PSYCHIATRY NEWS, AAGP’s Membership Newsletter
Advertising is available in AAGP’s membership publication.

For more information, contact Kate McDuffie at kmcduffie@aagponline.org
## AD SIZES AND ARTWORK REQUIREMENTS

### AD SIZES

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE (NO BLEED)</td>
<td>7.5” w x 10” h</td>
</tr>
<tr>
<td>FULL PAGE (WITH BLEED)</td>
<td>8.5” w x 11” h trim size plus 0.25” bleed on all sides</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>7.5” w x 4.75” h</td>
</tr>
</tbody>
</table>

### AD REPRODUCTION REQUIREMENTS

- Preferred file format for 4C process or B&W ads is highres (300 dpi) press-ready PDF with embedded fonts and bleeds+registration marks, if applicable.
- Do not use Microsoft Word, PowerPoint, Publisher, or Excel to create ads.
- Files under 8 MB may be e-mailed; if over 8 MB, please provide on CD.
- Ads provided in a format other than PDF should be accompanied by a high-resolution color proof.

### PLEASE RESERVE AN AD SPACE IN:

1) Advance Program (ad size & color)
2) Final Program (ad size & color)

Full non-refundable payment is due at the time of reservation (payable to AAGP).

#### Preferred Position

- Company/Product
- Contact Name/Title
- Address
- Phone __________________________ Fax __________________________
- E-mail __________________________

#### Billing Information (if contact information is different from above)

- **Check** (payable to AAGP in U.S. dollars)
- **Credit Card:** □ VISA □ MasterCard □ American Express

- Total Amount $ __________________________
- Account Number________________________ Exp. date ______________
- Signature ______________________________

- Name on the account (print)________________________
- Company________________________
- Contact________________________
- Address________________________
- Phone __________________________ Fax __________________________
- E-mail __________________________

---

To reserve ad space, contact:
Marj Vanderbilt  
E-MAIL mvanderbilt@AAGPonline.org  
PHONE 301-654-7850 ext. 107

Mail contract and payment to:
Marj Vanderbilt  
E-MAIL mvanderbilt@AAGPonline.org  
PHONE 301-654-7850 ext. 107
Or fax to 301-654-4137

Send ad files to:
Kate McDuffie  
AAGP, 7910 Woodmont Avenue, Suite 1050, Bethesda, MD 20814-3004  
E-MAIL kmcduffie@AAGPonline.org
IMPORTANT DATES

2012

SEPTEMBER 7
Final Ads Due for Advance Program

OCTOBER 15
Super Early Bird Exhibit Hall Discounts

OCTOBER 16–DECEMBER 16
Early Bird Exhibit Hall Discounts

DECEMBER 16
Total Due for Exhibit Hall Booths

2013

JANUARY 25
Final Ads Due for the Final Program

THURSDAY, MARCH 14/FRIDAY, MARCH 15
Exhibitor Move In

FRIDAY, MARCH 15/SATURDAY, MARCH 16
AAGP Annual Meeting Exhibit Hall Open

SATURDAY, MARCH 16/SUNDAY, MARCH 17
Exhibitor Move Out